

Message Text

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ACTION NEA-12

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FM AMEMBASSY NEW DELHI

TO USIA WASHDC

AMEMBASSY WELLINGTON

INFO SECSTATE WASHDC 8237

UNCLAS NEW DELHI 14168

USIAC

E.O. 11652: N/A

SUBJECT: MUSEUM OF MODERN ART EXHIBITION-MODERN PRINTS

REF: NOV. 13 LETTER TO AMBASSADOR MOYNIHAN FROM
WALDO RASMUSSEN, MOMA INTERNATIONAL PROGRAM DIRECTOR

1. PLEASE INFORM RASMUSSEN THAT EMBASSY WILL BE PLEASED TO
ASSIST WITH ARRANGEMENTS FOR EXHIBITING MOMA PRINT SHOW IN
INDIAN CITIES.

2. USIS HAS CONSULTED SECRETARY, INDIAN COUNCIL FOR CULTURAL
RELATIONS (ICCR) AND HEAD OF NATIONAL GALLERY OF MODERN ART IN
NEW DELHI, L. SIHARE. ICCR IS VERY INTERESTED IN SHOW AND HAS AGREED
IN PRINCIPLE TO SPONSORING, WITH USIS, ITS TOUR OF INDIA.
ICCR WILL SHARE EXPENSES WITH USIS FOR COSTS WHICH LOCAL
GALLERIES IN EACH CITY CANNOT DRFRAY. SIHARE IS ALSO VERY INTERESTED
AND FIRST SHOWING WILL PROBABLY BE AT NATIONAL GALLERY.

3. FIVE OR SIX SHOWINGS OF ABOUT TEN DAYS EACH APPEAR
FEASIBLE DURING THE 4-MONTH PERIOD AVAILABLE. WITH
CONCURRENCE OF ICCR, USIS IS CONTACTING PREFERRED
GALLERIES TO CONSTRUCT
TOUR SCHEDULE. WE WILL AIM AT FOLLOWING ITINERARY, ALTHOUGH
GALLERY COMMITMENTS MAY OF COURSE REQUIRE SOME DEPARTURES
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FROM OPTIMUM: OPENING IN INDIA AT NATIONAL GALLERY OF MODERN

ART IN DELHI, FIRST HALF OF FEBRUARY; CALCUTTA: BIRLA ACADEMY;
BOMBAY: JEANGIR ART GALLERY; BARODA: UNIVERSITY SCHOOL OF
FINE ARTS; MADRAS: GOVERNMENT SCHOOL OF ART; PERHAPS SIXTH
SHOWING IN BANGALORE.

4. ICCR IS INVESTIGATING POSSIBILITY OF OBTAINING AIR INDIA TICKET
FOR CASTLEMAN. USIS OR ICCR CAN PROVIDE INTERNAL TRAVEL AND
PER DIEM IN RUPEES. HOW LONG WOULD SHE EXPECT STAY IN INDIA?

5. WE WOULD APPRECIATE CLARIFICATION OF FINANCIAL TERMS
REGARDING RENTAL FEE AND CATALOGUE. (A) IS OUR UNDERSTANDING
CORRECT THAT RENTAL FEE OF DOLS 100 IN RUPEES IS REQUIRED OF EACH
MUSEUM TAKING SHOW IN INDIA? IF SO, THIS SHOULD GIVE NO
PROBLEM. (B) MOMA CATALOGUE FOR SHOW IS HANDSOME
PRODUCTION BUT WILL NOT SELL LARGE NUMBER OF COPIES TO INDIAN PUBLIC
AT PRICE COVERING ITS COST. WE EXPECT EACH MUSEUM WILL WANT
A SMALL NUMBER TO OFFER FOR SALE. ON WHAT TERMS CAN THEY BE
SUPPLIED? (C) POST WOULD LIKE TO PRODUCE ATTRACTIVE SMALLER
CATALOGUE LOCALLY FOR FREE DISTRIBUTION. WOULD APPRECIATE USIA
CHECK WITH MOMA WHETHER THIS IS ACCEPTABLE TO THEM. FOR
EVENTUAL REPRODUCTION IN THIS CATALOGUE, WE NEED COLOR
TRANSPARENCIES OF SELECTED PRINTS IN SHOW. PLEASE AIRSHIP
10-12 IF AVAILABLE. IF NOT AVAILABLE, ADVISE PRESENT LOCATION OF SHOW
.
WE WILL ASK USIS TO MAKE.

6. USIS IS INVESTIGATING QUESTION OF ESTABLISHMENT OF RUPEE ACCOUNT
IN NAME OF INTERNATIONAL COUNCIL AND WILL ADVISE.

7. WOULD APPRECIATE MOMA'S BEST ESTIMATE OF DATE EXHIBITION
CAN BE DELIVERED IN DELHI. USIS DELHI WILL PLAN ARRANGE AIR
SHIPMENT VIA CARRIER BASED IN DELHI FOR PAYMENT IN RUPEES.

FOR USIS WELLINGTON: PLEASE INFORM EXHIBITORS OF THIS ARRANGEMENT
AND ADVISE US DATE AND LOCATION SHOW WILL BE READY FOR SHIPMENT.

8. WOULD APPRECIATE USIA CONVEY ABOVE TO MOMA, CABLE
CONFIRMATION THAT SUGGESTED ARRANGEMENTS ARE SATISFACTORY,
AND PROVIDE INFORMATION SPECIFICALLY REQUESTED. HEMSING

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